VOL. 25
SERIAL No. 280

MAY
1945

The LABOUR ORGANISER

Published by
THE LABOUR PARTY

PRICE 4d. (Monthly)
post free 5d.
5/- per annum

PAPER SUPPLIES FOR THE ELECTION

Important Preliminary Announcement

ESTABLISHED 1920

SITUATIONS VACANT

WEDNESBURY DIVISIONAL LABOUR PARTY invite applications for the post of **AGENT AND ORGANISER.** Salary (with war bonus) in accordance with National Scale. Applications, stating age and experience, Trade Union and Labour Party activities, together with two recent testimonials, to be sent to V. Steed, Arundel House, Church Hill, Wednesbury, Staffs., not later than **May 26th, 1945.**

LABOUR AND CO-OPERATIVE AGENT AND ORGANISER. — PETERBOROUGH DIVISIONAL LABOUR PARTY invite applications. Salary in accordance with National Scale. Stage age, qualifications, experience, and Labour Party connections, and enclose two recent references. Return to Ald. J. Mansfield, 89 Alexandra Road, Peterborough. Closing date is **May 20th.**

BIRMINGHAM BOROUGH LABOUR PARTY invite applications for the post of **SECRETARY AND ORGANISER.** Commencing salary £310 per annum plus War Bonus. Applications, stating age and experience, Trade Union and Labour Party connections and other qualifications for the position, together with two recent references, must be returned to Mr. J. Johnson, Birmingham Borough Labour Party, 25a Paradise Street, Birmingham 1, not later than **May 26th.**

NORTH STAFFORDSHIRE LABOUR PARTY ORGANISATION COMMITTEE invite applications for the posts of full-time political **AGENTS AND ORGANISERS** for the following constituencies: —BURSLEM, STOKE, and LEEK. Salary in accordance with the Agents' National Scale. Applications stating for which Division applicants are applying, together with age, experience, Labour Party and Trade Union connections, and other qualifications, together with two recent references, to be sent to the Secretary, Mr. G. Meir, 11 Victoria Road, Tunstall, Stoke-on-Trent, not later than **May 26th.**

FAVERSHAM DIVISIONAL LABOUR PARTY invite applications for post of **AGENT.** Salary in accordance with National Scale. Application forms from Secretary, G. S. Thilthorpe, J.P., 31 Waterloo Road, Sittingbourne, Kent. Forms to be returned with list of past experiences in Trade Union and Labour Party, with two recent references, not later than **21st May, 1945.**

BIRKENHEAD TRADES COUNCIL AND LABOUR PARTY invite applications for the post of **SECRETARY-ORGANISER** on a full-time basis. Salary in accordance with National Scale. Applications stating age and experience, Trade Union and Labour Party activities, together with two recent testimonials, in envelopes marked "Secretary-Organiser," to be sent to Mr. C. Williams, 661 Borough Road, Prenton, Birkenhead, not later than **Saturday, May 26th, 1945.**

AGENT.—Vacancy, temporary for trial, with view to permanency, in the NORTH-WEST DIVISION OF CAMBERWELL. Resigning Agent been here over 15 years. Start National Scale. Really tip-top candidate who is real worker. 850 solid membership. Experience and testimonials, marked "Agent," to J. H. Round, Lansbury House, Camberwell Grove, S.E.5, not later than **May 14th.**

THE LABOUR ORGANISER

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EST. 1920 1st May, 1945

The Labour Organiser

PUBLISHING OFFICE : TRANSPORT HOUSE, SMITH SQUARE, LONDON, S.W.1

Communications to be addressed to the Labour Party

Vol. 25. No. 280 1945 Price 4d.
5/- per annum, post free

£250,000
For VICTORY IN BRITAIN!

It is to be hoped that the Party is not unduly startled by the National Executive Committee's intention to raise an Election Fund of **£250,000.** Although the total is exactly five times as great as the largest total ever raised for a General Election, every half-penny will be required if the Party's full plans for the Election are to be implemented.

Readers will remember that the Trade Unions have been invited to contribute sums equal to 1/- on their entire membership.

If this appeal is fully responded to, the contributions from the Trade Unions will alone exceed the grand total, but it will be recognised at once that many of the Unions have considerable political responsibilities of their own for candidatures and to meet their own contributions to Constituency Parties.

A General Election Fund is, in essence, a joint effort of the whole Party to fight an election on a united basis. It would be wrong, therefore, to leave Constituency Labour Parties out of the scheme. Indeed, the Parties would themselves object if they were not invited to do their part in making the Election Fund a success.

The real fact is that the entire benefits arising out of Election Fund expenditure ultimately reach the Constituencies.

Money spent on posters and advertising, subsidies paid on publications made available to the Constituencies, grants in cash to candidatures in need of them, and support for the employment of Constituency Agents, directly or indirectly benefit every area.

The Election Fund Appeal to Constituency Parties will be made on a system of categories into which the Constituencies have been divided and for each category a quota contribution will be mentioned.

If every Constituency Party pays the full quota, the total contribution from them will be no more than twelve thousand pounds. This comparatively small sum has been fixed after taking into account the responsibilities which many Constituencies will have to carry in connection with their own candidatures and the preparations, involving further expenditure, which they must make for the approaching municipal election.

It is expected that, notwithstanding these commitments, the Constituency Parties will make a success of their own part in raising the £250,000 required by the National Executive Committee.

A Specialist Sums Up on Committee-Room Technique

CANVASSING *IS* WORTH THE BOTHER

By W. J. THROUP
(Secretary and Agent of Nelson and Colne D.L.P.)

At a recent delegate conference in Lancashire, convened to discuss the vexed questions of "The Canvass and Committee Room Arrangements," it was good to note the keen interest shown by the delegates. There was a splendid gathering; the questions were to the point; and it was clear that the delegates were eager to examine and discuss the various methods outlined, so that they could deal effectively with the aforesaid problems which would confront them in their own areas.

At the close of the conference a young enthusiast suggested to me that he would like to send a summary of the important issues that had been raised, if I would be good enough to answer the questions. I readily agreed, and herewith outline the questions and answers as briefly as I can.

VOTERS LIKE IT

(1) *Are you convinced that a canvass is really worth the trouble? Is it reliable? Of what value is it?*

From my own experience I can, without hesitation, answer yes. If the ward committee has been really active prior to the election, and made constant contact with the electors in the area, the task of a thorough canvass is not as formidable as would otherwise be the case. In addition, if the membership in the ward is good, the survey will be easier and the canvass returns will be more reliable. Electors like to be visited during an election, and if the approach is all right a good impression is usually made. It is well to remember, however, that converts are made by hard work in the months preceding the election. You cannot win over the electorate with a casual canvass during an election.

The real object of an election canvass is to find out the position of the voter, and to collect information vitally necessary for the committee room on polling day. Without this information there is little point in having a committee room on election day.

SINGLE CARD

(2) *Do you strongly support the single canvass card for each person?*

Yes. In my view it is by far the most efficient method. There are positive drawbacks to the household card and the register card, particularly on election day.

Every voter should have a canvass card, and the cards should be made into canvass books, care being taken not to have the books too large. A canvasser will prefer two little books to a big one. Canvass covers should be durable, and if made of good material can be used for a number of elections.

If street rack boxes are prepared the canvass books can be usefully indexed, instead of being scattered about all over the committee room.

CHOOSE YOUR TIME

(3) *What advice would you give to the canvasser?*

Canvass at a convenient time. In our area the sooner after tea the better. If you are new on the job, don't worry, the secretary will link you up with an old hand. After a night or two confidence will grow, and you'll begin to prefer the doorstep to the club or a night at the pictures. Don't argue unduly, even if you feel like it. Remember all the time what you are on the doorstep for. Get all the information you can, bid the elector a polite good-night, and pass on.

Report each night to the person in charge of the committee room, and give the fullest information possible. Remember the clerk will have to transfer the information on to the straw boards for election day.

(4) *You stress the importance of the person in charge of the committee room. What are the essential points for the clerk to deal with?*

Let the target be a complete canvass, making sure to do the best areas first. List all removals in the ward. Follow them with poll cards, and make arrangements for polling day. Removals out of the ward transfer to central committee room. Transfer to register pasted on straw boards all the information relating to the electors that will be useful (number sheets may save time in preparation, but they are impersonal, and not as effective on election day). Go through the canvass

books and take out all the slips marked "against" and "doubtful." This is a big job, but it is important that it should be done. There must be no slips in the canvass books only those marked in favour of our candidate.

TALK IT OVER

Talk over with the ward committee the plans for election day, and see that the canvasser works his or her own area on polling day. Appointing checkers is an important job, and responsible people should be earmarked to do it. Avoid giving children the job, for it will probably mean confusion in the committee room if you don't.

On polling day make a bright show round the committee room. As canvassers report, urge them to take the canvass books farthest away from the polling station. Leave the streets near to be worked from the committee room. Keep the canvass books up to date. Lift the slips out when the elector has voted. This will save a great deal of time and trouble later in the day.

KEEP COOL

During rush hours keep cool and collected. Remember you have invited the electors to vote.

After tea—in industrial areas—the problem of keeping straight with the canvass books becomes increasingly difficult. If you find you cannot cope with the work during the last hour don't despair. The most experienced agent has had the same worry and difficulties more than once.

Adopt the last hour fetch up cards. This is particularly useful for the voters in close proximity to the committee room.

In my area we use the last hour card in all areas for the final whip up and it keeps the election "bussing" until the end.

At the close collect all your canvass books and particulars. They will be wanted another day.

Make Sure of the Service Vote

Mr. Jack F. Blitz writes that he and his fellow prospective candidates, Major D. W. T. Bruce and Capt. J. W. Snow, for Portsmouth, are sending a letter to the local press embodying the following notes, under their signatures. He suggests other prospective candidates may like to send similar communications to the press.

1. Every man and woman in the Services who had filled up and returned his or her Declaration form by March 15th, 1945, may expect to be registered and to be entitled to vote at a General Election to be held after May 7th, 1945. Those who have not yet returned their Declaration forms should do so, and they will be included in the new Register to be published in October, and will be able to vote at any election held on that Register.

2. If a Service man or woman wishes to vote by post in the constituency for which he has registered, he will fill up a postal-voting application, and if this is received by the Registration Officer in the appropriate constituency not later than four clear days before Nomination Day, he or she will be allowed to vote in this manner.

3. *Whether or not* this application has been made, the proxy of any Service man or woman will be allowed to vote for him, or her. This safeguards the Service voter; for if no postal vote is received from him, the proxy's vote stands, while if a postal vote is received the proxy's vote is automatically cancelled. It is, therefore, most important that proxies do record their votes, as it is always within the bounds of possibility that a postal vote may not be received in time and the interests of the Service man or woman are thereby protected.

4. In *by-elections*, only Service voters stationed in Great Britain will be permitted to vote by post and they will make their applications to vote through Service postcards to the Registration Officer. As before, proxies should always, on principle, record their votes in by-elections.

5. If a man or woman changes his or her Unit address, the new address should be sent to the Registration Officer, but it is also a responsibility of the Service authorities to try to trace and to forward the postal ballot paper and election material to the new address.

QUESTION OF THE MONTH

Are We Too Poverty-Minded?

By Councillor M. L. BURNET (Agent, Brixton Labour Party)

Poverty is largely self-determinable, at least, it is in the modern world, and even in earlier times, poverty was sometimes a choice rather than a necessity. The Labour Party has a Poverty Complex and seldom is there found a local Party with ample funds and the feeling of confidence that comes with that circumstance.

The members of most Management Committees of Divisional Labour Parties would feel embarrassed were the treasurer to report that the financial position was rosy and that no uneasiness should be felt on that score. There would be a feeling of guilt at such a situation. To be well off is to be wicked. Only the rich have money.

Therefore, the financial report that says that there is no money on hand, the banking account overdrawn, with outstanding accounts mounting, is looked upon as a normal or even healthy one. A whist drive is arranged in order to keep the bailiffs out of Party headquarters for another month, and next business is moved.

"HOBO" FINANCE

This is "hobo" finance. This attitude is partly traditional, the working-class is often conservative in outlook. Thirty or forty years ago, the worker with wages only a fraction of what they are to-day, with no social services to aid him, and with twice as many children to feed as the average worker to-day, literally could only afford a penny or two to support his political views, however keenly held. To-day, the position is no longer comparable, but the tradition remains.

The average Party premises are dirty and dilapidated, and have an uncared-for appearance. Their furniture is scanty and the chairs are untrustworthy. The general atmosphere is one of slumdom in a mild form.

The attitude of National Headquarters who are anxious, and rightly so, to see that the Party is kept a mass one, tends to lend support to the poverty complex. They always fear that a few individuals may get hold of a Party and mis-use it for their own ends.

There is absolutely no justification for the poverty attitude to-day. Nowadays, the Labour Party puts forward practical proposals for the abolition of poverty in general, and it should take steps to abolish the poverty outlook within its own organisations.

PAY FOR SERVICE

The activities of a Party are as worthwhile as other functions in society and should be paid for as such. The Gas Co., or the Electric Distribution Co. obtain a revenue sufficient to cover their needs; to pay their servants, and maintain clean and attractive offices and showrooms in the main thoroughfares of the towns and cities in which they operate. The same applies to transport companies, municipal undertakings, and a thousand and one concerns run by public or private enterprise. The Labour Party should put themselves upon a parity basis with these undertakings.

Few seem to care whether there is an efficient political service. Whole districts are to be found where there is political "malnutrition." It is our job as the major political party of the country to obliterate these black regions. To do this we must have money amongst other things. And the first step to getting money is the possession of self-confidence, based upon the absolute certainty that it is in the public interest as well as that of the Party that funds should be forthcoming for this purpose.

THE SOLUTION

We should go to the public and say: We are going to give you the best political service you have ever enjoyed. We are going to keep in touch with you, hold meetings for you, where you can hear our views, and meetings where we can hear your views, and social functions where you can meet friends and obtain amusement and entertainment, etc.

But you will have to pay for it. This is not a totalitarian country where the money for running a political party can come from the national exchequer.

(*Continued on next page*).

PARTY CONVERSATION

Down in the New Forest

From New Forest and Christchurch comes remarkable tidings of a big Labour drive amid scenes of enthusiasm and excitement resembling the brave days of Keir Hardie. It is just one more instance of the new spirit that's sweeping through what used to be Tory England—the countryside.

As the plan of campaign which is proving so successful in the New Forest might prove helpful in other rural areas, I append its four main points as outlined by Dr. H. M. King, prospective candidate for the division:

1. A meeting of Party members in every town and village where formerly a Labour Party functioned;

2. A public meeting in each of these places with appeals for members (New Forest makes new members at every meeting);

VILLAGES "ADOPTED"

3. Each local Party "adopts" the nearest village which has no party functioning. Handbills are distributed, meetings advertised, members cycle up to ten miles each way to attend. Labour people are then recruited and these form a new Party.

4. New Labour Parties are themselves adopting a neighbouring village and on the 'snowball' basis they, too, will help set up new parties.

The New Forest people have the vast area of 600 square miles to cover, but "what makes everything worthwhile is that the spirit of our Socialists is terrific," Dr. King tells me. "Talk about the old days of Keir Hardie! We have the same enthusiasm," he says. One railwayman, for instance, cycled ten miles each way for a meeting and then went straight back to night duty.

They have also published a crisply-worded, hard-hitting News Letter, which is a model of its kind.

(*Continued from previous page*).

If you want to retain democracy, you will have to pay for your politics, for only by so doing, can democracy be kept alive.

If such an attitude is adopted, and an energetic policy pursued with circumspect, no Divisional Labour Party should be without funds.

THAT'S THE TICKET

What's the key to successful organisation, financial and otherwise; of political meetings? Kingston D.L.P. have no doubt about the answer to that one.

Their recipe for success is—*Go all out to sell tickets beforehand.* And Kingston have achieved striking results by just this method.

They staged two big meetings in a local theatre. One was addressed by Arthur Greenwood and the other by "Manny" Shinwell. Although they had to pay fifty guineas for the hire of the theatre, they made a profit on each occasion—the Shinwell meeting actually clearing the remarkable amount of nearly £150.

Both times they had sold a thousand tickets for the meeting by the previous evening. "The sale of tickets has the effect of guaranteeing success and gives useful clues which can be followed up after the meeting, at leisure, when the tickets are sold from door to door by canvassers," comments Dennis Gordon, chairman of the Kingston Borough Party.

"HERALD" HELP

A Party enthusiast tells me of an idea he thought up for enrolling new members and which, in fact, has proved very successful in practice.

First he went to his local newsagent, with whom he happened to be particularly friendly, and asked for the names of those who took the "Daily Herald" in the district. No newsagent is, of course, obliged to give such information, but this particular one, being a helpful sort of cove and something of a Labour man to boot, did.

Result was that in next to no time around fifty new members had been enrolled for the local Party. Most of those approached were extremely glad to have been contacted and said in effect: "We have been waiting for you for a long time." Some of them were newcomers to the district and others had lost touch with the Party for a variety of reasons due to the war.

Here's a tip which might well be followed in other parts of the country. But, of course, the approach to the newsagent must be tactfully done.

C.M.

ROUND THE PARTIES

Front-Line East Lewisham Tops 2,000 Mark

East Lewisham Party has another grand "beating the V bombs" story to tell. Its anuual report shows that the membership has now reached the 2,000 mark — an increase of 248 over the previous year. This result speaks volumes for a very gallant band of workers, when it is considered that Lewisham was right in the fly-bomb front line.

New membership was enrolled month by month despite the danger and difficulties, and throughout the bombing period party organisation was maintained at a high level. The dauntless collectors often had to contact members in their shelters during the worst of the bombing—but contact them they did.

The report makes reference to a number of Party members who were lost either by enemy action at home or in the Services abroad.

Councillor John Cox, Party Treasurer, estimates that £2,000 will be required to fight the elections of 1945-6, and the Party is going all out to obtain this sum.

MORRISON'S MESSAGE

The report also contains a fighting message from Herbert Morrison, East Lewisham's prospective Parliamentary candidate. Herbert says: "I have for long been an admirer of the work and organisation of the Labour Party in East Lewisham. We have held the two L.C.C. seats since 1934. We have substantial representation on the Borough Council. We have a large and lively individual membership of men and women in addition to our affiliated Trades Union and Co-operative membership. What East Lewisham has not yet achieved is the return of a Labour Member to the House of Commons. And that you and I have resolved to achieve at the next General Election. Thereby we will make our contribution to the election of a Labour majority and the installation of a Labour Government—with power."

With that energetic enthusiast J. W. Raisin back on the job again, East Lewisham is definitely a Party of which great things can be confidently expected.

SERVICE RECRUITS

Newport Labour Party report success with their idea for attracting Service recruits to the Labour Party.

An open letter to members of the Forces was written and circulated by R. H. Ley, secretary and agent, and as a result a number of applications for membership of the party was received from Service personnel. Here's an idea which other parties might well bear in mind.

Newport's report for 1944 also gives an account of the excellent work being done by the women's sections. There are now twelve sections functioning and during the year 475 meetings were held. A particularly appreciated piece of work was the visits paid by members of the women's sections to a local military hospital to take gifts to wounded Servicemen.

PENSIONS BUREAU

Lewisham Central Labour Party and Trades Council report a good year of progress despite the heavy fly-bomb attacks from June onwards.

Great attention has been paid to the question of speeding up repairs to bomb-damaged houses and the Council has urged by resolutions, letters to the Press, and the holding of a special delegate conference, the need for a rapid solution to this grave problem.

A new venture has been the Pensions Advice Bureau staffed by members of affiliated organisations. Now a new arrangement has been made so that some members of the bureau are appointed the Council's pensions advisers and applicants are directed to the one nearest their homes. Mr. Gurnett continues as secretary of the Pensions Bureau.

Secretary M. R. Butler concludes the report fittingly: "Remember, we have shared death. Now we are determined to share a full life, and all who are opposed to the fulfilment of that desire are the enemies of the people."

WORKERS WANTED

"The General and Municipal elections will soon be on us. We want comrades who will work without demur—who will put their feet on the accelerator and not on the brake. If all who are in reasonable health will

put their best into the fight, then we *can win.*"

Councillor George Draycott, secretary of Ilkeston (Derbyshire) D.L.P., makes this vigorous appeal in the Party's 27th annual report, which records a year of useful and varied work.

At the request of the Derbyshire Federation, Ilkeston are hoping to run candidates in every County Council and electoral area. Congratulations are offered to Councillor Mrs. Taylor on her year of office as Mayor of Ilkeston.

For the Parliamentary fight ahead, Councillor Shipley will act as Election Agent. Individual membership is still not as satisfactory as it might be and appeals are being made to Party members to remedy this state of affairs.

MEMBERSHIP DRIVE

Annual report of Cambridge Trades Council and Labour Party shows that a good foundation was laid during the year for a considerable increase in membership. A development committee has been set up which will organise the membership drive and strengthen the various Ward organisations. Already a good start has been made, but there is great need for additional helpers.

Major A. L. Symonds, a local man of whom big things are expected, has been adopted as prospective candidate for the borough and plans are well under way for the coming election fight.

Attendances at Executive Committee and monthly meetings have shown a marked improvement, but there is great need for still more members to take an active part in branch affairs. A Labour municipal programme is now being drawn up for the November elections.

FINE SPIRIT

Another Advice Bureau—that of the Newton D.L.P.—also has had a busy and successful year. The Party's annual report states that the untiring work of Sir Robert Young, M.P., and Labour's county and local councillors, has been of invaluable assistance to the many citizens who have gone to the bureau for advice and help.

Tribute is paid to the fine work carried on over many years for the Golborne Party and Movement by the late Councillor Hewitt. Office-bearers for the coming year are: President, Councillor George Johnson; vice-presidents, Mr. R. Hambleton, Mrs. B. A. French, J.P., Coun. E. Smethurst, C.C., J.P., Coun. P. R. Evans; treasurer, Coun. A. Tully, J.P.; auditors, Coun. S. C. Gaskin and Mr. J. V. Carr.

The Newton report breathes a fine spirit of pride and confidence in Labour's cause and the Party is looking forward to still greater achievements in the immediate future.

WALL CHARTS

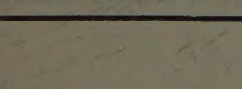
From the Rossendale Labour Party we have been favoured with a set of admirable wall sheets and charts for use in any elections. The wall sheets are particularly clear and bold. They are 3ft. 4ins. x 2ft. 4ins. and the first sheet is numbered from 1 to 1,500 and the second sheet from 1,500 to 3,000. Each sheet is 6d.

For polling districts of 3,000 or under it will be seen that these sheets are advantageous. For polling districts of over 3,000 Election Agents could use copies of the first sheet, cutting off the last 500 figures so that the work can be done in blocks of 1,000 for building up the numeral total in the chart.

The second chart is a Committee Room Chart, and it records polling day fetching up of voters. There are columns for the numbers of canvass cards and as to those who have taken them out and times of return, etc.

The large sheet at 6d. can be put on the wall and covers three polling districts. The smaller sheets for one polling district are published at 2s. per 100.

Enquiries can be made of the Secretary, Rossendale Labour Party, 2, Whittle Street, Rawtenstall, Rossendale, Lancs.



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Write for samples and new List of ENVELOPES, DUPLICATING PAPERS, STENCILS, INKS, TYPEWRITER RIBBONS and CARBONS, etc. as supplied to scores of Labour Party and Trade Union Offices.

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THE NEWS YOU'VE BEEN WAITING FOR

PAPER SUPPLIES FOR THE ELECTION

The main Political Parties have, over a considerable period, been negotiating with Government Departments about paper supplies for the General Election. Their enquiries have been as much concerned with constituency needs as with Head Office requirements.

By the time this issue of the "Labour Organiser" appears in print, it is expected that the Cabinet will have approved of the Agreement now reached.

The quantity of paper asked for for every Parliamentary candidate is as follows:—

Constituencies with electorates of 40,000 or less—1 ton.

Constituencies of more than 40,000, 1 ton plus 5 cwts. for each complete 10,000 electors above that number.

For a 50,000 electorate 25 cwts. of paper will provide for the following publications:—

50,000 Election Addresses.
2,500 Double Crown Posters.
1,000 Crown Posters.
10,000 Window Cards.
100,000 Leaflets.
12,000 Copies of a 4-page Election Bulletin.

The publications quoted are only given to afford a basis for measuring 25 cwts. A candidate will be at liberty to use his paper in any way he may choose provided the purpose is connected with the Election.

AVAILABILITY OF SUPPLIES

The Political Parties are arranging for candidates' paper to be warehoused by Messrs. Spicers, Ltd., at the following addresses:—

London.—19, New Bridge Street, E.C.4.
Manchester.—11, Lower Mosley Street, Manchester, 2.
Leeds.—31, York Place, Leeds.
Leicester.—1, Marble Street, Leicester.
Sheffield.—5, Arundel Street, Sheffield.
Bristol.—6, Queen Square, Bristol.
Birmingham.—74, Church Street, Birmingham, 3.
Cardiff.—23a, Westgate Street, Cardiff.
Glasgow.—62, North Frederick Street, Glasgow, C.1.
Newcastle.—9, Hanover Square, Newcastle-on-Tyne.

The paper will be issued from the Warehouses to Printers on printing orders indented by each Election Agent, without reference to the Paper Control. There will be no need for Election Agents to store their own paper.

CONTACTS WITH PRINTERS

Every Agent, following a consultation with his Parliamentary Candidate or Committee, should decide quite early what printed matter it is necessary to produce locally. Immediately thereafter, arrangements should be made with printers to print and to deliver in good time all orders given to them. This precaution is very necessary indeed, because of labour shortages and other wartime difficulties. Printers should be informed of the Warehouses which will supply the paper for each Constituency concerned. A circular will be sent out shortly to candidates and election agents informing them of the Warehouses to which the Constituency is attached.

CHOICE OF PAPER

Apart from cardboard to be used for window display, etc., only two classes of paper will be made available, namely, for Election Addresses and Leaflets, and for Posters. This restriction is made necessary, in the first place, because of shortage of supply, but secondly, because of the high prices now prevailing. The estimated costs in London for paper and for the printing of the quantities mentioned above are:

For Paper ...	£72 0 0
For Printing	£112 10 0
making a total of	£184 10 0

There will need to be added, however, the further cost of Purchase Tax. Costs of printing in the Provinces will, of course, in most cases, be lower than those which prevail in London.

ELECTION ADDRESSES

A draft Election Address is being made up for the guidance of Election Agents. Bearing in mind that art paper is in short supply and exceedingly expensive, it may be accepted

that the paper to be supplied will meet the circumstances of this election.

Election Addresses will be restricted in size to 10" x 7½", double page, and a quarter of an ounce in weight. This will enable candidates to send a copy of the actual address, through the Returning Officer, to the Service Voters, who will vote by post. The paper mentioned for this purpose is within the weight specified and, in ordering blocks for use thereon, a screen of 100 should be mentioned to the makers.

ENVELOPES

Arrangements have been made with the Postmaster-General to accept for three postal delivery, without envelopes, Election Addresses and leaflets not exceeding 2 ozs. in weight, subject to methods of folding being acceptable to the local postmaster. This arrangement will save a good deal of money which would normally be expended on envelopes, and it will save the paper allocation for other purposes.

The Election Address should be printed with a space or panel in the middle portion of the last page, so that it is convenient for the inclusion of the name and address of the elector when the address is folded twice. Agents who desire to proceed with their writing before Election Addresses are ready, can do so on labels to be pasted in the above-mentioned space or panel. These labels should be either gummed or ungummed according to the area in which the constituency is situated. Unless this point is duly considered, agents may find their labels, if gummed, will become stuck together if held in stock for any length of time.

ON SPEAKING TERMS

By HAROLD CROFT

(VII) Words and Sentences

A piece of advice often given to young speakers is—use the simplest words you can in your speeches. The advice is excellent, but I am not content to leave it at that. The object of your speech is to convey your thoughts and ideas to other people. In my opinion the sentences you use rather than the words are what mostly matter. A hearer may not be able to define a particular word in a sentence but he may quite easily comprehend the meaning of the whole sentence.

A young speaker was subjected to two criticisms and the remarks appeared contradictory. "You used some words we did not understand"—"You did make things clear and plain for us." But these conflicting criticisms could be reconciled. The answer is that the speaker framed sentences which did convey clear points and ideas to his hearers despite the few hard words which prompted comment. He had fulfilled the main requirement to get his thoughts across to the audience.

Another speaker followed a rule of using only very simple words in a speech. He had a good voice and knew his subjects, but often his speeches had a singular flatness about them. The reason was not immediately discernible, but there was no lilt or rhythm in the sentences. His speech was a string of simple words without pattern or style, or if you prefer it, without music. This is a case of mere simplicity producing tedium for an audience.

Perhaps you will see now why I stress the point that it is the sentences which really matter. By all means use simple words but do not rob your sentences of music or virility by reducing them to a humdrum level of mere syllables. Again there is no merit in simple or elementary words if they result in crude sentences.

The real test for your words is the "proper" word in the sentence, and the proper word is one that is correct for the meaning and adds quality to the sentence.

Bearing in mind the above suggestions I can now say to you—the more simple your sentences, and the more simple your words, the more likely are you to render your meaning clear for your hearers.

A GUIDE TO BETTER LAYOUTS

PRINT THAT'S EASY ON THE EYES

By BRIAN BARKER

Paper is a very precious commodity. Even when the General Election comes along we are not going to have a lavish paper ration to play with. A small amount of paper will have to go a very long way indeed.

It is important therefore that the best possible use should be made of all the paper which becomes available. We cannot afford to produce any "dud leaflets" or have any wasted words among our printed material.

The print on a leaflet or poster must do its work within a margin of seconds. There are only a few seconds when the poster's message can catch the eyes of the passers-by. The handbill which cannot hold the rapid, casual glance is soon floating down the gutter.

Your printed material must carry its message, then, clearly and swiftly—almost instantly. There is no room on your poster for a mass of detail. The eyes won't make the effort of sorting out the significant statement in a badly printed handbill.

THE CONTRAST

Printing operates on the principle of a contrast—the black type-face against the white paper, for example. And the greater the contrast the easier it becomes to read. The more space you can provide, within certain limits, between the lines of print the easier it is for the eyes to grasp the message conveyed by the printed material.

All this is very obvious and elementary. But it has to be stressed because the sad truth is that few posters and handbills produced by Local Parties adopt these obvious and elementary principles. Time and time again, one sees the attempt made to cram the largest amount of print into the available amount of space. The eyes must have plenty of breathing space around and between the lines of print. Furthermore, space is often the most effective method of getting emphasis.

Be very careful how you use "printers' flowers" and other decorations in your lay-outs. The glance can very easily get tangled up among the decorations and overlook the print. A heavy border around a leaflet can act like a barrier to the eyes, apart from making the print inside the border lose its "colour" and become more difficult to read.

DON'T UNDERLINE

Don't underline words or lines in your leaflets and posters. Use space to get emphasis, or else increase the size of the line of print.

There are several hundred different type faces in which your lay-out can be set up by the printer. It is not possible to recommend specific types by name since the sorts which printers have in stock vary a great deal. When you are selecting type from a printers' specimen book use your judgment carefully. An "A" should always look like an "A". It should never, for instance, look like a short squat pyramid. You should always be able to see clearly the two white spaces inside the loops of a "B".

Don't mix the different sorts of type in your lay-outs. If you must have variety at the very most use two sorts. But make certain that they mix well. For example, a fat and a thin type will never go well together. In most cases it is better, however, to use one good, clearly legible type in all the different sizes which are available.

COLOUR NEEDS CARE

It is necessary to use great care once you begin to use two colours—say black and red—in your lay-outs. The main purpose of colour is not to be merely decorative but to increase the sense of contrast.

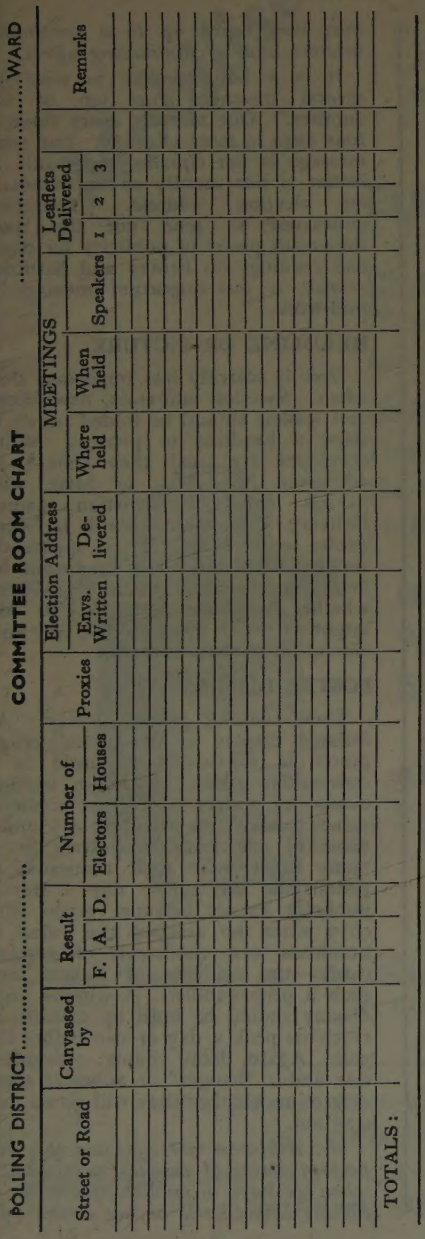
If you provide your leaflet, for example, with a red border and then use large red type inside that border, you have promptly lost the sense of contrast.

Finally, give the printer plenty of time to do the job. Speed is a short cut to poor results. Insist on getting a proof. Judge the result by the simple standard—does the printed material convey its message as swiftly and easily as possible. Return the proof promptly with a clear note of any corrections you want to make.

Remember that there is nothing more in print than meets the eye. So keep your printing clean, clear and well-spaced, and it is certain to be attractive and intelligible.

HOW DOES YOUR CAMPAIGN GO?

THIS COMMITTEE-ROOM CHART WILL TELL YOU



Here we reproduce in miniature a useful Committee Room Chart which has been prepared by the Scottish Council of the Labour Party, and which is offered to Agents and D.L.P.s at 6d. each or 5s. per dozen, post free.

The chart is quad-crown size—40" by 30"—and is lithographed on good quality white paper. It is intended for a wall or table, and gives a bird's-eye view of the progress of the election campaign in the Ward or Polling District.

On each chart there are spaces for 23 streets or roads, and if the polling district contains more, a second chart can be used. There are spaces for tabulating details of the canvass, the numbers of electors and houses in each street, the writing and handling of the election address, meetings details, leaflet distribution, information re Proxies, with additional spaces for local details and remarks.

As every committee room in the coming elections will contain considerable numbers of untrained and inexperienced election workers, the Chart has an obvious very practical value in showing the outlines of the essential work to be done and the progress of such work.

Supplies should be ordered directly, cash with order, to John Taylor, The Labour Party, 7, Bath Street, Glasgow, C.2.

CONGRATULATIONS

The following letter has been received by Mr. Shepherd, National Agent:—

My congratulations to yourself and those responsible with you for the production of the "Labour Organiser." The April issue is a really splendid number, full of interest from cover to cover.

We look forward to the day, now not too far distant, when there will be a let-up on paper restrictions, and our useful little Journal finds its way into the hand of many more key workers in the Movement.

(Sgd.) CLAUDE DENSCOMBE,
Chairman, National Union of Labour Organisers and Election Agents.

DOES YOUR PUBLICITY MAKE CONTACT

By HINLEY ATKINSON

Publicity in an election is a speech, film, election address, leaflet, news-sheet, poster, window card, poll card, intended to influence the electors to vote for a candidate and the policy for which he stands. Publicity is in fact the materials and methods we employ to conduct our propaganda.

This article is not to deal with the *production* side of publicity material; both locally and nationally we shall have supplies of attractive publicity material at the General Election. We are here concerned with the fact that even the most attractively printed and persuasively written election addresses, leaflet or poster does not become publicity—and, therefore, cannot become propaganda—*unless it comes to the attention of the individual elector.*

EFFECTIVE DISTRIBUTION

Publicity experts pay as much attention to the means of *distributing* their publicity matter as they do to its production; frequently they spend as much or more money than on production to ensure that their circulars and posters *make contact* with those they are intended to influence. These same publicity experts are, moreover, envious of the opportunities an election provides for a publicity campaign.

They rank the co-operation of our supporters and the service of our workers as more effective than any commercial methods, provided only that this assistance is utilised in an organised fashion. Let us then have no doubts that *how* we deal with our publicity matter is as important as its production, and that our workers who plan and carry out its distribution make effective the work of the copy-writer and the printer.

MESSAGE "DON'TS"

Can we in a few words set out our problem and the way to deal with it? In most constituencies it is usual to send out to the electors four, five, or six separate printed messages during an election campaign. The first consideration is *when* to deliver each *of these messages so that separately they catch the attention of the individual elector and, taken as a whole series, so that they build up to a continuous interest and a culminating effect.*

It is a bad mistake to send out several messages "on top of one another." One message every three or four days is more effective. But every message is not equally important. A leaflet is not usually as important as an election address. Therefore, endeavour to send out the more important pieces of publicity for week-end reading—on Friday and Saturday—with a less important message in mid-week.

HEADLINE OR PICTURE

How is scarcely less important than *when.* Election addresses, news-sheets and leaflets should be folded neatly to show a headline or picture. When envelopes are used they should be addressed Mr., Mrs. or Miss, with initials only of christian names. Delivery, if possible, should be when adults are at home. These apparently small matters are really important for first impressions often determine whether our messages receive the attention which must precede any consideration of their contents.

POSTER DISPLAY

Then consider poster display. An isolated display of one double-crown poster is worth six obscured in a competitive mass. A house window display of posters is of great publicity value; consider the attention or contact value of one hundred posters in as many streets with their thousands of pedestrians day after day! But a publicity expert becomes green with envy when he assesses the value of hundreds and thousands of window cards—sure evidence of support and each a propagandist. A window card display should be built up steadily to reach its peak a day or two before the poll. Again, detail counts; convenient size and a "hanger" or adhesive often determine whether they will go up and stay put.

Mr. Atkinson will continue this important series of articles next month, when we hope to publish specimens of Polling Day Charts he has drawn up.

Mobilise!

ENLIST

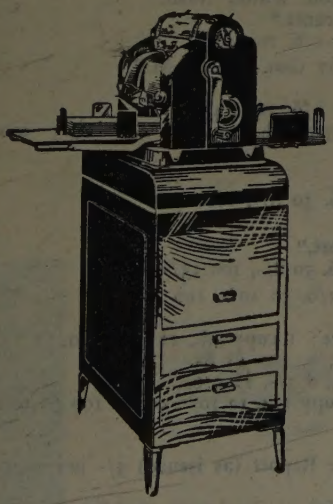
Gestetner

AID FOR YOUR ELECTION CAMPAIGN

ELECTION AGENTS need no introduction to the merits and performance of

Gestetner DUPLICATORS

They are indispensable from the inception of the campaign until the last minute message.



THE "Gestetner 66"

MAKE CERTAIN THAT YOUR Gestetner . . . IS IN WORKING ORDER . . . THAT YOU HAVE AMPLE STOCKS OF STENCILS, INKS, ETC.

Supplies are limited even for Election demands.

Gestetner **Maintenance Service is free, so telephone the Branch that usually supplies you.**

If in doubt or difficulty write or phone direct to:

THE SERVICE MANAGER

Gestetner LTD. ALDWYCH HOUSE, LONDON, W.C,2

TELEPHONE: HOLBORN 0142

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Price, carriage paid: 8/- per 1,000 copies

„ No. 10.—**Your Victory**—Membership Leaflet.

„ No. 13.—**A Word to the Trade Unionist.**
Price, carriage paid: 17/6 per 1,000 copies

PAMPHLETS:

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"Rent Acts Guide." Post free: 1 copy 7½d., 6 3/-, 12 5/6.

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Printed by The Blackfriars Press, Ltd., Smith-Dorrien Road, Leicester, and published by the Labour Party, Transport House, Smith Square, London, S.W.1